



АКТУАР МОЛИЯ ВА БУХГАЛТЕРИЯ ҲИСОБИ ИЛМИЙ ЖУРНАЛИ

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INNOVATIVE DIRECTIONS AND PROSPECTS OF INCREASING POPULATION EMPLOYMENT IN RURAL AREAS OF SAMARKAND REGION



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Abstract: In this article, the acceleration of social and cultural processes of the villagers, the creation of local cultural centers, the preservation and development of folk art, traditions, traditions, the restoration and protection of local cultural monuments, the expansion of complexes serving various tourism in the natural conditions of the village, the increase of the attractiveness of the region, local cultural activities in the village revival of life.

Keywords: Villagers, local culture, service, tourism, monument, industry, development.

ИННОВАЦИОННЫЕ НАПРАВЛЕНИЯ И ПЕРСПЕКТИВЫ ПОВЫШЕНИЯ ЗАНЯТОСТИ НАСЕЛЕНИЯ В СЕЛЬСКОЙ МЕСТНОСТИ САМАРКАНДСКОЙ ОБЛАСТИ

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Аннотация: В данной статье рассматриваются ускорение социальных и культурных процессов сельских жителей, создание местных культурных центров, сохранение и развитие народного творчества, традиций, традиций, восстановление и охрана местных памятников культуры, расширение комплексов, обслуживающих разнообразный туризм в природных условиях села, повышение привлекательности региона, местные культурные мероприятия, возрождение жизни села.

Ключевые слова: Жители села, местная культура, сервис, туризм, памятник, промышленность, развитие.

SAMARQAND VILOYATI QISHLOQ JOYLARIDA AHOI BANDLIGINI OSHIRISHNING INNOVATSION YO'NALISHLARI VA ISTIQBOLLARI

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Annotatsiya: Ushbu maqolada qishloq aholisining ijtimoiy-madaniy jarayonlarini jadallashtirish, joylarda madaniyat markazlarini tashkil etish, xalq amaliy san'ati, an'ana,

an'analarni asrab-avaylash va rivojlantirish, mahalliy madaniyat yodgorliklarini ta'mirlash va muhofaza qilish, aholiga xizmat ko'rsatuvchi majmualarni kengaytirish masalalari ko'rib chiqiladi. qishloqning tabiiy sharoitlarida turli turizm, hududning jozibadorligini oshirish, qishloqda mahalliy madaniy tadbirlar hayotni qayta tiklash.

Kalit so'zlar: Qishloq aholisi, mahalliy madaniyat, xizmat ko'rsatish, turizm, yodgorlik, sanoat, rivojlanish.

1. Introduction

It is known that tourism has become one of the most profitable sectors in the world economy. It also has its own role in ensuring the employment of the able-bodied population. In this respect, this sector is continuously developing. In Samarkand, as an innovative direction to ensure employment in rural areas, tourism services have taken the main place. Because of the historical history of the region -cultural potential shows that there is a lot of opportunity to develop this area.

In recent years, special importance has been attached to the development of tourism in the Samarkand region and strengthening its position in the national economy.

Due to the rapid development of the tourism sector, the number of tourists worldwide is increasing due to the effective use of tourist resources. In particular, the number of visitors to our country as tourists is increasing year by year. In 2019-2022, the development of the tourism industry in Samarkand region shows that the number of visitors to the region as tourists is increasing year by year and, at the same time, structural changes are taking place in the structure of tourism services.

2. Research methodology

Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

3. Analysis and results

An important issue of the current period is to raise the standard of living and quality of the population in the context of economic development. 63% of the population of the region live in rural areas. As a result of the modernization, reforms, production process in the agrarian sector, as a result of the application of high and efficient technology, the displacement of unskilled labor causes unemployment, which makes unemployment problems in rural areas even more acute.

Target parameters of tourism development in Samarkand region in 2019-2022¹

Table 1

T/r	Indicators	2019 y.	2020 y.	2021 y.	2022

¹The decision of the Cabinet of Ministers of the Republic of Uzbekistan "On effective use of tourism potential of Samarkand region and additional measures for its development". No. 828 of 30.09.2019.

1.	Domestic visitors (thousands of people per year)	2500	2 800	3 100	3500
2.	Number of foreign tourists (thousands of people per year)	509	720	950	1 200
3.	Export of tourism services (million USD)	139	224	360	558
4.	Number of hotels and similar accommodations (units)	150	180	200	250
5.	Number of rooms in accommodation facilities (units)	3 425	3 772	4 280	4700
6.	Number of seats in placement vehicles (unit)	4 891	5060	5150	6150
7.	Number of guest houses (persons)	150	230	250	300
8.	Number of tour operators (people)	170	195	230	270

Therefore, we believe that the development of agrarian tourism is one of the main tasks in creating new jobs in rural areas, which are considered rich in labor resources, in eliminating a number of conflicts arising in the agrarian sphere of employment, and in providing a comfortable life for the rural population.

Based on the rapid development of agrarian tourism in rural areas of the country, we can clarify the following positive results:

- creation of new jobs in rural areas;
- an increase in the income of the rural population, an increase in the standard of living of the local population;
- acceleration of social and cultural processes of rural population;
- creation of local cultural centers, preservation and development of folk art, traditions, traditions;
- increased demand for agricultural products and locally produced goods;
- restoration and protection of local cultural monuments;
- expansion of complexes serving various tourism in natural conditions of the village;
- increasing the attractiveness of the region;
- revitalization of local cultural life in the village;
- showing the unique attractiveness of our region and national traditions to tourists from different countries, etc.

Thus, one of the important theoretical issues is to substantiate the theoretical issues of the development of agrarian tourism, its role in the economy of the country and its role in improving the standard of living of the population. One of the important aspects of this issue is to reveal the types of agrarian tourism, their classification and the content of each.

The possibilities of developing agro-tourism in the republic are very wide. This is evident in the following:

- rich cultural heritage that we have The wealth of ancient monuments of cities such as Samarkand, Bukhara, Khiva, located on the Great Silk Road, is a confirmation of this;

- located in a convenient geographical location, that is, located in the center of the country at a transport hub. This directly affects the development of tourism;

- the fact that it has its own natural and climatic conditions, the presence of endless deserts, steppes, valleys and mountains. These areas have a unique biodiversity, which allows to engage in tourism activities throughout the year. In particular, there are sufficient resources for health and sports tourism. There are opportunities to develop ecotourism in specially protected natural areas;

- the region is rich in recreational and hydro-mineral resources. This, in turn, allows the population to be treated and made healthy. In particular, this type of resource is widely used in the sanatorium-resort, preventive facilities in the "Nagornaya" railway station of the city of Kattakorgan (Samarkand region). Our country has several sources of mineral water. This, in turn, provides a great opportunity for the development of health tourism;

- the region is home to religious and historical monuments, especially scholars who contributed to the development of Islam. The presence of the shrines of great people such as Imam Al-Bukhari, Al-Motrudi (Samarkand) is the basis for the development of religious tourism;

- unique folk customs and ceremonies. Our nation with a rich past has unrepeatable customs and traditions. Samples of folk art and handicrafts will not leave anyone indifferent. In addition, the development of folklore studies also attracts tourists.

There are more than 7,000 tourist objects of historical, cultural, architectural, archeological importance in Uzbekistan. 545 of them are architectural, 578 are historical, 1457 are art monuments, and more than 5500 are archaeological. Currently, more than 200 objects are being repaired, and 500 are in need of repair. According to the experience of many countries, the renovation process itself is interesting for tourists. In addition, there are more than 300 museums and 1200 folk art organizations in our republic. It is very important to use such tourist resources for the development of agrotourism.

Prospects for the development of agrotourism in our country are bright. Because our country has an agro-industrial economy, a lot of labor resources are employed in agriculture. From this point of view, agrotourism can become a highly profitable service sector.

Research conducted in the Samarkand region showed the need to develop tourism-serving production and create conditions for the development of agro-tourism. Currently, the production of souvenirs for tourists is well established in the region. However, it is desirable to further expand these types of production in rural areas, and to give wide access to household farming.

The development of agrotourism plays a key role in the development of regional tourism and hotel industry in rural areas. There are a lot of organizational issues in tourism, especially management has a big role in it. It is necessary to transfer management in the province to new modern methods, that is, to improve management. In addition, it is desirable to develop the services of tour operators and travel agencies, which are tourism organizers. It is of great importance that Samarkand Institute of Economy and Service trains specialists for these areas. This will lead to the increase of travel agencies in rural areas, which in turn will strengthen the environment of healthy competition.

The main task of the present time is to preserve the rich heritage of the past and to use the great potential of agrotourism wisely and effectively. We believe that the following measures should be implemented for this:

- development of marketing in the field of agrotourism, that is, research of its potential;
- that any travel agency or tourist service facility creates its unique agro-tourist products on the territory;
- determining the touristic potential of the region considered important in the field of agrotourism;
- to justify ways of effective use of existing potential in the field of agrotourism.

There are several problems in the field of agrotourism development in Samarkand region that are waiting for their solution. The gradual solution of these problems will lead to a large source of income in the future. Especially in rural areas, the database on small historical objects and tourist resources in districts is insufficient. It is necessary to create computer-information networks in these areas. In addition, the issues of housing and feeding in small towns and districts have not been effectively resolved. In these areas, it is possible to actively attract tourists only by creating small hotels and restaurants in the national style as much as possible. In addition to these, there are some other problems in the rapid development of agrotourism:

- that the infrastructure of agro-tourism services is not developed at the level of the requirements of foreign tourists;
- that the condition of roads in our villages does not fully meet international requirements;
- lack of qualification of guides-interpreters and tour guides adapted to the field of agrotourism;
- sanitary conditions in public places of villages do not fully meet international requirements;
- the presence of some shortcomings in the service sector and their low quality;
- insufficient information on the agro-tourism resources of the region at the international level, insufficient use of advertising services;
- lack of national games, performances of folklore groups, galleries of national clothes, etc.

It is possible to implement many directions and projects for the development of agro-tourism in the Samarkand region. As a result of the research, it was found that the available tourist resources in the city of Samarkand and its surroundings are convenient

according to their location, and in order to directly develop this type of agro-service, it is necessary to determine the directions of the agro-tourism routes. On the other hand, it is advisable to develop tourist routes depending on the potential and types of tourist resources in the regions. Urgut district of the province is rich in mountainous and rural areas, in addition to the presence of ancient stepping stones and the development of folk art, national handicrafts, including pottery, jewelry, goldsmithing, wood carving and embroidery, it is possible to develop different route routes to this region. Mountain areas are also an important object for recreational activities. For this reason, the development of agro-tourist routes in the direction of Samarkand - Urgut will be very effective. No new routes have been developed by experts on this route. In this regard, the following routes can be recommended:

1. Samarkand-Urgut-Komangaron mountain massif;
2. Samarkand-Urgut-Gusoy mountain massif;
3. Samarkand-Urgut-Urgutsoy;
4. Samarkand-Urgut-Zinak village;
5. Samrakand-Urgut-Mominabad mountain massif;
6. Samarkand-Urgut-Hamzaabad mountain routes.

In addition, it is inevitable to develop ecotourist routes along the lines Samarkand - Amonkoton, Samarkand - Ohalik - Mironkul. Steppe and desert regions located in our region can also attract tourists as a tourist resource. Carrying out these routes, especially in the direction of Samarkand - Nurabad - Tim, will have a great effect. Because this region is rich in various natural landscapes.

We believe that it is necessary to implement a number of measures for the effective use of existing tourist resources and the development of agro-tourism:

First, It is very important to improve the agro-tourism infrastructure in the region. For this, it will be very effective to attract local and foreign investment funds to the field of agro-tourism and thereby ensure the establishment of service networks and hotel complexes. It is important to spend these funds not only on the city of Samarkand, but also on bringing the peaceful places in the districts to the level where tourists can visit them. One of the more important issues is the expansion of entertainment and cultural recreation services (restaurants, bars, various musical programs, water parks, bathing, etc.) in order to meaningfully spend tourists' free time and extend the tourist period. In addition, all communication services (international telephone, Internet, etc.) need to be further improved, ensuring safety for tourists to walk around the city.

Firstly, it is necessary to develop organizational measures related to agro-tourism in the region. In order to attract tourists, organize regular folk crafts and cooking of national dishes in the village; We believe that it is necessary to systematically organize the national folklore groups and national costumes.

Secondly ,Training, retraining and upgrading the skills of personnel in the field of agro-tourism in order to bring agro-tourism services to world standards is the main task of today. In this regard, it is appropriate to form various scientific and research centers, to open centers for retraining and improving the skills of personnel in the field of tourism. In

this regard, it is necessary to further develop the work being done at the Samarkand Institute of Economy and Service.

Thirdly, We believe that in order to introduce the agro-tourism potential of the Samarkand region to the world, it is necessary to improve the advertising and information system and develop international relations. For this, it is very important to increase the Internet page of Samarkand, to participate in various agricultural fairs and exhibitions, to organize seminars and fairs in order to promote the potential of the region in cooperation with various tourist organizations.

In conclusion, it should be noted that the Samarkand region has a great touristic potential in terms of the organization and development of agro-tourism, and the presence of rural areas rich in additional historical, religious, cultural and ethnographic tourist resources indicates great tourist opportunities. We believe that in order to effectively use this potential in agro-tourism activities, the following actions should be carried out:

- formation of new tourist routes on the basis of existing agro-tourist resources in the region and improvement of excursion service;
- Correct pricing of packages that can meet the needs of consumers when forming a "package of various services";
- Development of promotion and advertising process in order to increase the purchasing power of agricultural products;
- directing the activities of tourist companies to agro-tourism;
- Taking into account the development opportunities of the agrotourism market, studying the goals and characteristics of the visit of tourists from foreign countries, providing them with the most interesting destinations;
- increasing the income of tourist firms by expanding the type of services, especially the type of services included in the tourist destination;
- organization and holding of international tourism agro-exhibitions.

If the proposals and recommendations for the development of agro-tourism are put into practice, a number of internal opportunities will be opened for the further development of agro-tourism, which is now being formed. As a result, the national economy will develop further, and the opportunities for a comfortable living of the rural population will increase.

To make the region's sustainable socio-economic development a permanent and continuous process, to achieve the goals and objectives envisaged by the consistently implemented economic reforms, to realize the aspirations and dreams of the population, including the main part of the population (63%) living in rural areas, and its natural growth rate is 4.8 percent in rural areas and about 1.5 percent higher than urban population. Therefore, the role of villages in the formation of important macroeconomic indicators such as the social development of the country, the living standards and quality of the population living there, and the volume of the produced gross domestic product is very large. in the free market, it is necessary to form the delicacies, goods and services necessary for its consumption on the basis of equivalent exchange. a must

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1. Conclusion

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